

Message Text

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44

ACTION ARA-20

INFO OCT-01 ISO-00 COME-00 EB-11 TAR-02 DRC-01 RSC-01 /036 W
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P R 051300Z JUN 74

FM AMEMBASSY MANAGUA

TO SECSTATE WASHDC PRIORITY 4303

INFO AMEMBASSY GUATEMALA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

UNCLAS MANAGUA 2182

E.O. 11652: N/A

TAGS: ETRD, BEXP, NU

SUBJECT: FY 1975 COMMERCIAL ACTION PROGRAM (CAP)

REF : STATE A-4304

1. WE VIEW THE CAP AS A VERY USEFUL TOOL FOR CHANNELING AND FOCUSING SCARCE MANPOWER AND FINANCIAL RESOURCES TO ACHIEVE THE MAXIMUM INCREMENTAL INCREASE IN THE SALES OF US PRODUCTS IN NICARAGUA. IT WAS WITH THIS POINT OF VIEW THAT WE ACCEPED THE CHALLENGE OF STATE 234462 OF NOVEMBER 29, 1973 AND DRAFTED AND SUBMITTED OUR FIRST CAP ON DECEMBER 17. IN THE DEPRTMETN'S WORDS, THE RESULT WAS COMMENDABLE AMBITIOUS, FINELY-FOCUSED AND WELL-PREPARED.

2. OUR COMMERCIAL ACTIVITIES SINCE JANUARY HAVE BEEN CENTERED AROUND AND GUIDED BY THE CAP. AS OF MAY 30, 13 OF THE 17 ACTIONS IN OUR CAP HAD BEEN COMPLETED, 3 WERE PARTIALLY COMPLETED AND ONE WAS TO BE CARRIED OUT IN JUNE. THIS LAST, A MARKET SURVEY FOR FOOD PACKAGING AND PROCESSING EQUIPMENT, WILL REQUIRE A LARGE INPUT OF TIME ON THE PART OF THE COMMERCIAL OFFICER AND THE SENIOR COMMERCIAL ASSISTANT.

3. THE WORKLOAD OF THE COMMERCIAL OFFICER IN JUNE, IN ADDITION TO THE CAP IS ALSO HEAVY. FOR INSTANCE, THE TRADE OUTLOOK REPORT, A CERP REQUIREMENT, WHICH WE LOOK AT AS AN UNCLASSIFIED

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IMPORTANT TOOL FOR ATTRACTING US BUSINESSMEN'S INTEREST

IN TRADE OPPORTUNITIES IN NICARAGUA, IS PRESENTLY BEING DRAFTED.

4. WE WOULD LIKE TO TAKE ADEQUATE TIME TO DEVISE A WELL THOUGHT OUT, IMAGINATIVE AND PRODUCTIVE CAP FOR FY 1975, ONE THAT WILL MEASURABLY ADD TO OUR COMMERCIAL EFFECTIVENESS IN NICARAGUA. WHAT WE DO NOT WANT IS TO WHIP OUT A PIECE OF PAPER THAT SIMPLY EXPRESSES WHAT WE WOULD DO IN THE ABSENCE OF A PLAN.

5. FINALLY, THE CHIEF OF THE ECONOMIC/COMMERCIAL SECTION IS TRANSFERRING IN THE LATTER PART OF JUNE. WE FEEL THAT THE NEW CHIEF, WHO WILL HAVE IMPORTANT RESPONSIBILITIES IN THE CAP, SHOULD HAVE A CHANCE TO MAKE AN INPUT.

6. THEREFORE, WE REQUEST THAT THE DEADLINE FOR RESPONSE TO REFAIR WHICH WAS RECEIVED IN MANAGUA JUNE 3, BE MOVED FROM JUNE 21 TO MID-JULY.
SHELTON

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NNN

Message Attributes

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